



CITY OF CONCORD

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Suzi Pegg, Economic Development Director

DATE: 21st January, 2019

SUBJECT: Economic Development Update – February 2019

Recommendation

Accept this report.

Background

The following narrative is a brief summary of activities for the past quarter.

Discussion

Business Development and Retention

During the past quarter the Economic Development Director (EDD) has had engagement with 12 business contacts resulting in two new leads.

“Wrap City” will be opening up its Concord store in the area between Chipotle and Aldi at the end of February.

The EDD is continuing to proactively utilize a new tool called Gazelle AI to help in targeting business prospects.

A business engagement mission to Canada is scheduled to take place in April.

Economic Development Strategies

Concord Incubator: The EDD continues to do due diligence work with the Chamber on this initiative.

Winter Fest: The EDD worked with partners to stage the Downtown’s first “Winter fest” in conjunction with the Black Ice Pond Hockey Tournament.

Podcasts: The ‘Talk Concord’ series continues. Chamber President Tim Sink was featured in November’s podcast.

Tools: EDD implemented “GIS Zoom Prospector” to provide a more efficient and proactive way for site selectors or companies to search for sites suitable for their needs. The EDD is working with the company to do a marketing launch of the tool once the live feed is up and running on the Invest Concord website.